Doosan Forklift

Doosan Infracore Company Ltd. is an international and intercontinental organization that features Defense Industry Products, Industrial Vehicles, Diesel Engines, Automation Systems, Machine Tools and Construction Equipment.

Their United States affiliate, Doosan Infracore America Corporation, located in Suwanee, Georgia houses a 170,000 square foot production facility, home to a Compact Equipment and Construction division. Cleveland, Ohio houses the Lift Truck division, and West Caldwell, New Jersey has a Machine Tool division. The U.S. headquarters in Georgia facilitates a first rate parts operation capable of supplying an excess of 25,000 line items to support Lift Truck, Compact Equipment, Machine Tool and Construction customer needs.

There are well over 220 Doosan service and sales locations operating in Canada and the United States. Also, there are more than 90 independent sellers moving lift truck materials and materials handling equipment. This system helps Doosan Infracore America to aggressively compete in this competitive marketplace. The lift truck product line impressively features 63 different versions consisting of 82 various battery and engine configurations of Electric-powered and Internal Combustion forklifts. Capacities of these various truck designs range from 3,000 to 33,000 lbs. All trucks are built in an ISO 9001 qualified facility.

Doosan Infracore America is the fastest rising forklift and lift truck corporation in the North American marketplace, due to its excellent level of product performance and their persistently high level of customer support and service given to all Doosan Infracore Forklift users. The U.S. lift Truck division stationed in Cleveland has a professional team experienced in Sales, Purchasing, Marketing, Logistical and Technical Support.

Start-up of the forklift industry

Korea’s initial home-based lift truck market was an open-import enterprise. In the 1960’s, Korea Machinery Co. Ltd. begun to import assembled lift trucks as part of a national equipment expansion project. Initial product sales of this industrialized equipment focused on large business communities, the armed services and on state-run companies. This eventually led to a merger with Daewoo Heavy Industries Ltd. In 1976, the Forklift Division commenced trade operations throughout Korea to service and sell this heavy equipment. By 1978, a forklift manufacturing plant was successfully completed. Continuous technical training grew to become the new focus for improving quality and product development.

Forklift Export Growth

Domestic lift truck business for Daewoo started in 1967 and grew to an amazing 90% market share in Korea. By the 1980’s, Daewoo’s superior technological improvements combined with sales success placed them in a situation of substantial growth of their forklift business.

Caterpillar Industrial Inc. of the U.S. in 1981, proposed a cooperative venture project to help them in the highly competitive North American materials handling market. This project proved highly successful for Daewoo and their forklift product sales expanded greatly. In 1984, the company completed development of a new facility to help in manufacturing high end value-added goods for export. In 1993, the company had a global sales network and started exporting versions they had established through in-house technology, as an sovereign brand. Certifications were then acquired from CE of Europe, UL of the United States and ISO 14001 and ISO 9001, securing growth possibilities into international marketplaces.